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Housekeepers' Chats Feb. 14, 1928.

NOT FOR PUBLICATION

Subject: "When We Go Marketing." (Part of this talk based on talk prepared by Faith Fenton, Dept. of Foods and Nutrition, New York State College of Home Economics at Cornell University, Ithaca, N.Y., 3/27/26). Menu,and new recipe for Pork Chop Suey, from Bureau of Home Economics, U. S.D.A.

Bulletin available: "Rice as Food."

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"It isn't the cooking I mind, it's the marketing!"

Ever hear that doleful remark? Ever see a sad-looking housewife jam her second-best hat on her head, hang her market basket on her arm, and heave a heavy sigh? She's going shopping, and she can't make up her mind where to go, or what to buy when she gets there. She wanders aimlessly down the street, looking in this window and that, hoping to see something which will strike her fancy. Like as not the first thing which attracts her is a box of imported strawberries. And like as not she buys the berries, although her husband asked her, that very morning, to keep the grocery bill as small as possible this month, without stinting the children, of course. The poor man has so many bills to meet, what with the butcher, the baker, the boot and shoe maker, wanting their money right away.

As I was saying, his wife, whose first name is Lucretia, buys a box of strawberries, then spies a pint box of new potatoes, and before she knows it, her purse is empty, and she can't afford the milk and vegetables her children need. A deplorable situation, is it not?

I fancy that most of us, at some time or other, have been just as unwise as Lucretia. Lucretia will learn, even as you and I, that there are three factors to consider when going marketing: first, the selection of the store; second, planning our buying, before we go to the store; and third, a business-like method of buying our groceries.

There are a number of points to consider in selecting the store, where we do our marketing. A reliable reputation, sanitary conditions, and convenience of location are of course desirable features of our grocery store. Sometimes it's necessary for us to choose a store which is within our income.

The second point to emphasize, in going marketing, is planning the buying, before going to the store. The efficient housewife plans her meals at least a week in advance, and knows what she needs, ahead of time. Before she goes marketing, she makes a list of the foods required by her menus, for the week. Then she checks over the supplies on hand, to see which ones will

need replenishing, before the week is over. She may order some of her staples, such as flour, and sugar, over the phone, but she goes to market in person, to buy perishable foods. Frequently, she selects a week's supply of meat, and then asks the butcher to have it sent out, as she needs it. Being a thrifty housewife, she knows what foods are in season, the different qualities, the points to look for in choosing foods, and the prices.

She is not timid about asking for definite prices, brands, weights, and measures. She watches the scales in weighing, buys cans of a definite size, and reads the labels, to learn the ingredients, quantity, and so forth. Of course she is considerate, and asks the salesman for several items at a time, so that he will not have to retrace his steps, half a dozen times, when waiting on her. She picks out her own meats, fruits, and vegetables.

Speaking of vegetables, she knows what points to consider, when she selects these important food products. She knows that a good head of cabbage is crisp, green, compact, and heavy for its size; that a good head of cauliflower has crisp, green, outer leaves, and a solid, close, head, which is clean, and free from discoloration; good lettuce also has crisp, green outer leaves, and a compact head. Celery does not necessarily have to have well-blanched stalks, but it should be crisp and of moderate length, free from blemishes and bruises. Green string beans should be crisp, with no sign of fading. Spinach should have young, tender, crisp, green leaves, that are fairly free from sand.

How many of us pass by the grapefruit that has a skin mottled with brown specks? We are unwise to do so, for those specks were made by insects which are pretty wise choosers of a good fruit. The specks do not affect the edible part of the fruit. Another test for grapefruit is its weight -- the knowing purchaser takes one that is heavy for its size.

Marketing is an interesting subject. I wish we had more time to talk about it today. Perhaps I could give you a few more pointers, about getting your money's worth. I'm sure that many of you who are listening- in could contribute a great many helpful suggestions, for our marketing symposium.

I won't even open the question box today, because I have a new recipe for you, which is a little longer than usual. This is the menu: Pork Chop Suey; Flaky Boiled Rice; and Pineapple Salad, with French Dressing.

The recipe for Pork Chop Suey is the important part of this menu. Eleven ingredients, for Pork Chop Suey:

1 pound lean pork
2 cups shredded onion
2 cups celery, shredded
1 green pepper, shredded
2 cups meat broth
4 tablespoons soy sauce
2 cups sliced Brazil nuts or Jerusalem artichokes
2 tablespoons fat
1-1/2 teaspoon salt, depending upon amount of salt in sauce
1 teaspoon cornstarch, and
1 tablespoon cold water

Eleven ingredients; let's repeat them: (Repeat)

Cover the pork with hot water and simmer until tender. When cool, shred the meat, brown lightly in a skillet in 1 tablespoon of fat. Remove the meat and add the pepper and onion with the rest of the fat and cook for 3 or 4 minutes. Add the celery, meat, salt, meat broth, cover and simmer for 5 minutes. Mix the cornstarch and water until smooth and stir into the mixture. Then add the nuts or artichokes. Add the soy sauce in sufficient quantity to give the desired flavor, and more salt if necessary. Serve with hot flaky rice.

I shall not broadcast the recipe for Flaky Boiled Rice, because it is in the Radio Cookbook, on page 22. While I think of it, if you want a cookbook which contains 30 or 40 recipes for rice dishes, from soup to desserts, send for the Rice bulletin. It's the same size as the Radio Cookbook, and will fit in the back of the cookbook. That's where I keep my Rice bulletin.

Now, let's repeat today's dinner menu: Pork Chop Suey; Flaky Boiled Rice; and Pineapple Salad, with French Dressing.

When you make the Pineapple Salad, with French Dressing, place a ball of cream cheese in the center of each slice of pineapple.

Tomorrow I have a treat in store for you -- one of Miss Campbell's talks on "The Art of Being Well Dressed."

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